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Update on Retail Trade in Utah

By *Constance C. Steffen,* Research Analyst

Among the obvious changes to the Utah urban environment in recent years is the proliferation of new stores and restaurants. Two regional shopping malls have opened in downtown Salt Lake City and Ogden, and the development of new smaller shopping centers has been commonplace within rapidly growing communities along the Wasatch Front. Utah's booming population, which grew at an average rate of 2.3 percent annually during the past decade, has been the primary catalyst behind the expansion of the retail industry. Rising personal income has been another contributing factor, as evidenced by the opening of many new high-priced specialty shops and restaurants; and tourism has increasingly generated sales in Salt Lake City, Southern Utah communities, and at Utah's ski resorts.

Recent trends in Utah's retail trade industry are examined in this article. The source for much of the analysis is the 1982 Census of Retail Trade. Every five years the U.S. Bureau of the Census surveys large retailers and compiles data on small firms from the administrative records of other Federal agencies. A summary of the 1982 Census of Retail Trade results for Utah retailers has recently been published.[1] Through a comparison of the findings of the 1977 and 1982 retail censuses, trends in the number of establishments, volume of sales, and annual payrolls are depicted for the industry as a whole and for the various subgroups.

The period between the 1977 and 1982 censuses was characterized by extremely high inflation rates; hence, much of the increase in sales simply reflects rising prices rather than growth in the volume of goods sold. To gain some insight on real growth in retail sales, a comparison of 1977 and 1982 sales in constant dollars was made. Estimations of the change in real retail sales for both Utah and the United States by type of retail business are presented.

This brief examination of Utah's retail trade industry concludes with a discussion of the geographical distribution of retail sales among the state's 29 counties. Both volume of sales and per capita sales by county are reviewed.

Retail Trends

When interpreting growth trends during the 1977-1982 period, it is important to bear in mind that in 1982 both the country and the state were experiencing the worst economic

[1] Bureau of the Census, U.S. Department of Commerce, *1982 Census of Retail Trade, Utah*, 1984 (Washington, D.C., Government Printing Office).

recession since the Great Depression. The severe downturn in the overall business climate had a depressing effect on retail sales, which in some cases subsequently led to business closures and layoffs, or at least diminished employment growth. The impact of the 1982 recession on the retail industry is evident from records of taxable retail sales maintained by the Utah State Tax Commission. Taxable retail sales increased only 6.1 percent in 1982, which is considerably less than the 9.8 percent average annual growth rate in 1978-1981. During recessionary periods, sales of durable goods such as automobiles, furniture, and major appliances, typically fall off more than purchases of nondurable items, i.e., food and clothing. Therefore, the 1977-1982 percent change figures, particularly for retail groups which market durable goods, are likely to reflect the peculiar circumstances of 1982 rather than the overall trend during the 1977-1982 time period.

Number of Establishments

In 1982 there were 11,460 retail establishments in Utah, which indicates a 13.9 percent increase since 1977. The census data show that approximately one-third of all establishments in 1982 were non-employers or "Mom and Pop" type of operations. Data on non-employers by retail subgroup are not available from the 1982 Census; therefore, the number of establishments for the ten types of businesses listed in Table 1 refers only to establishments with payroll.

The widely varying percentage changes in numbers of establishments among the different types of retail businesses suggest some significant structural changes have occurred. The number of gasoline service stations has dropped precipitously (–15.2 percent). This phenomenon began shortly after the Arab oil embargo in 1983 as gasoline prices soared and supplies diminished. Other retail groups which dwindled in numbers are General Merchandise Stores (–8.1), Drug and Proprietary Stores (–5.9), and Eating and Drinking Places (–2.9).

The decline in the number of General Merchandise Stores has been complemented by an apparent increase in the number of Apparel and Accessory Stores and Miscellaneous Retail Stores. Retail sales increases of these subsectors rank behind only gasoline sales and food increases and are more than double the growth in sales of General Merchandise Stores. Due to changes in the methods of reporting leased departments in the 1977 and 1982 Censuses, the figures indicating the number of establishments in 1977 and 1982 within the Apparel and Accessories and Miscellaneous Retail Stores groups are not comparable; thus, their increasing numbers cannot be verified statistically. However, observation of recent commercial development lends the impression that the number of small specialty stores both in major malls and community shopping centers continues to multiply, while few new department stores have opened for business. Furthermore, supermarkets have expanded their merchandise lines to include most items which were formerly purchased in variety stores, and general merchandise stores in rural areas have steadily lost business to regional shopping malls.

The reductions in the numbers of Drug and Proprietary Stores again can be explained by the increasing diversity of goods and services offered by supermarkets. Several supermarket chains operating in Utah now have in-house pharmacies. Neighborhood drugstores have also faced stiff competition from the super-drugstores which are most often strategically located adjacent to supermarkets.

The census results showing a decrease in the number of Eating and Drinking Places seems puzzling. National statistics show that Americans are spending an increasing portion of their food budget on meals away from home, which suggests that the number of restaurants should increase. Contrary to the census findings, records of the Utah Department of Employment Security do indicate a 5.5 percent increase in the number of Eating and Drinking Places from 1977 to 1982.[2] The discrepancy between the two sets of data may be due to different classifications being assigned to some businesses, or some firms may not have been identified for inclusion in the 1982 Census.

Sales

Overall retail sales in Utah climbed 53.2 percent from 1977 to 1982, with the greatest sales increases reported by Gasoline Service Stations (86.6 percent), Food Stores (85.6 percent), and Miscellaneous Retail Stores (78.3 percent). Although these figures appear to represent healthy sales gains, when compared to service sector receipts, retail sales are rather unimpressive. As reported in the September 1984 issue of *Utah Economic and Business Review*, the three fastest growing service industries, Engineering, Architectural, and Surveying Services; Legal Services; and Accounting, Auditing, and Bookkeeping Services recorded increases in receipts from 1977 to 1982 of 181.9 percent, 150.2 percent, and 143.7 percent respectively. Furthermore, seven out of 11 service industries at least doubled their 1977 receipts by 1982 and no sector registered increases less than 52 percent.

The contribution of inflation to rising retail sales over the intercensul period may be demonstrated by deflating the 1982 sales figures to reflect the percentage increases in the cost of consumer goods. Since the degree of the cost increases for various classes of

[2] Utah Department of Employment Security, *1983 Annual Report, Vol. III, Labor Market Information*, 1984.

Table 1
Highlights of Retail Trade in Utah
1977 and 1982

	1977			1982			Percent Change		
	No. of Establishments	Sales (thous.)	Annual Payroll (thous.)	No. of Establishments	Sales (thous.)	Annual Payroll (thous.)	No. of Establishments	Sales	Annual Payroll
All Establishments	10,059	$4,129,438	na	11,460	$6,327,012	na	13.9	53.2	na
Establishments with Payroll:	(a)	4,018,000	$464,716	7,522	6,179,042	$696,871	(a)	53.8	50.0
Building Materials, Hardware, Garden Supplies, and Mobile Home Dealers	363	281,662	32,196	383	362,066	42,865	5.5	28.5	33.1
General Merchandise Group Stores	223	516,606	66,065	205	707,861	85,913	−8.1	37.0	30.0
Food Stores	753	797,748	75,496	867	1,480,574	139,463	15.1	85.6	84.7
Automotive Dealers	595	938,828	80,711	615	1,178,308	102,971	3.4	25.5	27.6
Gasoline Service Stations	993	352,171	23,375	842	657,296	31,218	−15.2	86.6	33.6
Apparel and Accessory Stores	(a)	174,860	23,763	742	291,862	36,787	(a)	66.9	54.8
Furniture, Home Furnishings, and Equipment Stores	523	219,005	30,781	537	304,856	41,125	2.7	39.8	33.6
Eating and Drinking Places	1,743	308,228	76,938	1,693	498,452	126,324	−2.9	61.7	64.2
Drug and Proprietary Stores	239	129,016	15,561	225	161,293	19,104	−5.9	25.0	22.8
Miscellaneous Retail Stores	(a)	300,876	39,828	1,413	536,474	71,101	(a)	78.3	78.5

[a]Due to different methods of reporting data on leased departments in the 1977 and 1982 Censuses of retail trade, the number of establishments within some retail sectors is not comparable.

Source: Bureau of the Census, U.S. Department of Commerce, *Census of Retail Trade, Utah*, 1977, 1982 (Washington, D.C., Government Printing Office).

Table 2
Percent Change in Retail Sales, Utah and U.S. in Constant Dollars
1977 - 1982

	Utah			United States		
	1977 Sales (thous.)	1982 Sales in 1977 Dollars (thous.)	Percent Change 1977-1982	1977 Sales (thous.)	1982 Sales in 1977 Dollars (thous.)	Percent Change 1977-1982
Establishments with Payroll:						
Building Materials, Hardware, Garden Supplies, and Mobile Home Dealers	$281,662	$259,637	−7.8	$37,847,061	$35,811,348	−5.4
General Merchandise Group Stores	516,606	586,554	13.5	87,332,477	99,391,501	13.8
Food Stores	797,748	1,013,864	27.1	153,248,392	164,702,515	7.5
Automotive Dealers	938,828	822,906	−12.3	147,379,588	133,217,358	−9.6
Gasoline Service Stations	352,171	319,721	−9.2	53,918,641	46,072,898	−14.6
Apparel and Accessory Stores	174,860	253,388	44.9	36,318,659	49,372,525	35.9
Furniture, Home Furnishings, and Equipment Stores	218,005	241,742	10.9	31,707,334	35,932,833	13.3
Eating and Drinking Places	308,228	331,548	7.6	61,402,069	67,661,569	10.2
Drug and Proprietary Stores	129,016	105,209	−18.5	23,241,560	23,640,406	1.7
Miscellaneous Retail Stores	300 876	369,879	22.9	64,563,863	71,017,141	10.0
Total Retail Sales	$4,018,000	$4,304,449	7.1	$696,959,644	$726,820,093	4.3

consumer goods differs, it is necessary to adjust each retail group's sales by a factor which corresponds to increases of items marketed by that group. The results of the application of such a procedure are illustrated in Table 2, in which Utah and U.S. 1982 sales are expressed in terms of 1977 dollars. Implicit Price Deflators for particular products were utilized to calculate the adjusted figures; except in the case of the Miscellaneous Retail Stores sector, the G.N.P. Implicit Price Deflator for the Retail Industry was selected.[3]

In contrast to Utah's unadjusted retail sales gains of 53.2 percent, real sales climbed by only 7.1 percent. The performance of Utah's retail industry was somewhat stronger than growth in total U.S. retail sales which was only 4.3 percent. Real sales in the Building Materials, Automobile Dealers, and Gasoline Service Station groups declined from 1977 to 1982. The first two industries were impacted by the recession and high interest rates in 1982 which suppressed home building and car sales. Diminished real sales of Gasoline Service Stations for this period are indicative of conservation efforts in response to dramatically rising gasoline prices since the early 1970's.

Real sales of Drug and Proprietary Stores were nearly flat for all U.S. stores (1.7 percent) and declined by 18.5 percent for Utah stores. Rapidly rising drug costs during the 1977 - 1982 time period may partially explain the sluggish performance of this group. Some consumers may have elected to reduce their drug purchases or to substitute generic drugs for the leading brands. In Utah, much of the decrease is attributed to the dwindling number of drug and proprietary stores concomitant with the proliferation of pharmacy departments within supermarkets.

Employment and Payroll

Employment statistics collected by the Utah Department of Employment Security for the first three quarters of 1984 portend a spectacular jump of nearly 7 percent in retail employment growth for 1984 (Table 3). This rate contrasts sharply with the retail employment trend of the previous five years. Employment increases had ranged from 1 to 2 percent annually and in 1980 the number of jobs actually decreased.

The largest retail sector in terms of jobs is Eating and Drinking Places with 32,700 employees predicted in 1984. Food Stores with only 18,100 employees, however, is likely to have the largest payroll. According to the 1982 Census of Retail Trade, the payroll of Food Stores was $139 million compared to $126 million for Eating and Drinking Places. The census payroll figures consist of all forms of compensation including salaries, wages, and benefits, as well as tips received from patrons and reported to employers. The smaller payroll of Eating and Drinking Places reflects a preponderance of part-time employees and a relatively lower pay scale.

[3]Bureau of Economic Analysis, U.S. Department of Commerce, *Survey of Current Business*, Vol. 62 and 63, No. 7, Tables 7.12 and 7.22.

Geographical Distribution

Nearly 80 percent of all retail sales in Utah occurs in the metropolitan area along the Wasatch Front (Table 4). The counties having the greatest sales volumes are Salt Lake (48.0 percent), Utah (12.2 percent), Weber (10.7 percent), and Davis (8.0 percent). Ranking behind the four leaders are counties having cities which are regional shopping centers for rural areas of the state. Some of these cities are Logan in Cache County, Vernal in Uintah County, St. George in Washington County, Cedar City in Iron County, and Richfield in Sevier County. At the low end of the sales volume list are the state's most sparsely populated counties.

Interestingly, the county rankings by per capita sales do not correlate well with the volume rankings. The highest ranking counties in terms of per capita sales are those which are characterized by a relatively high degree of tourist activity and/or have regional shopping centers. The top five counties are Grand ($6,486), Iron ($6,155), Uintah ($5,646), Summit ($4,755), and Carbon ($4,714).

Of the four counties having the highest sales volumes, only two have per capita sales which exceed the state average of $4,056. Salt Lake County ($4,637) and Weber County ($4,455) are ranked sixth and eighth, but Utah County ($3,276) is 16th and Davis County ($3,209) is 17th. These rankings are indicative of trade flow patterns in the metropolitan area. Well-developed retail trade centers in Salt Lake County and Ogden serve residents of the entire region. Shoppers in adjacent counties are also drawn to Salt Lake County and Ogden stores as the low per capita sales figures of Box Elder, Morgan, and Tooele Counties suggest.

Retail Sales in 1984 and 1985

Sales tax remittances to the Utah State Tax Commission through the first three quarters of 1984 have increased substantially over 1983 remittances. Based on actual tax returns through the third quarter and projections for the fourth quarter, retail sales in 1984 are expected to exceed the previous year's level by 14 percent. Retail sales in 1985 are predicted to continue to rise significantly, but not as high as the 1984 increases. According to Utah State Tax Commission projections, retail sales in 1985 will climb by 9 percent.

Table 3
Retail Trade Employment in Utah
1973 - 1983

Year	Building Materials	Food Stores	Auto Dealers and Service Stations	Eating and Drinking Places	Other Retail	Total
1974	3,729	11,379	11,037	20,460	29,605	76,210
1975	3,862	11,851	11,250	21,758	29,983	78,704
1976	4,290	12,383	11,816	23,862	32,232	84,583
1977	4,729	13,075	12,110	25,939	32,213	88,066
1978	5,298	13,942	12,721	28,498	35,142	95,601
1979	5,415	14,622	12,515	28,148	35,282	95,982
1980	5,063	15,464	11,646	29,255	35,136	94,564
1981	4,862	15,867	11,211	27,970	35,610	95,520
1982	4,657	16,273	11,214	29,359	35,763	97,266
1983	4,803	16,508	11,434	30,595	35,982	99,322
1984	5,400	18,100	12,800	32,700	37,100	106,100

Source: Utah Department of Employment Security, *Utah Annual Report, 1983, Vol. III, Labor Market Information* and unpublished forecast for 1984.

Table 4
Utah Counties Ranked by Volume and Per Capita Retail Trade Sales
1982

County	Rank	Sales Volume (thous. of dollars)	Percent of State Total	Rank	Per Capita Sales (in dollars)
Salt Lake	1	$3,037,190	48.0	6	$4,637
Utah	2	771,604	12.2	16	3,276
Weber	3	677,181	10.7	8	4,485
Davis	4	506,448	8.0	17	3,209
Cache	5	213,991	3.4	14	3,440
Uintah	6	135,511	2.1	3	5,646
Washington	7	123,591	2.0	10	4,175
Carbon	8	115,958	1.8	5	4,714
Iron	9	112,630	1.8	2	6,155
Box Elder	10	108,517	1.7	18	3,109
Tooele	11	73,697	1.2	21	2,750
Sevier	12	67,563	1.1	9	4,331
Duchesne	13	61,339	1.0	7	4,510
Summit	14	54,204	0.9	4	4,755
Grand	15	52,533	0.8	1	6,486
Wasatch	16	29,853	0.5	15	3,431
Millard	17	29,028	0.5	20	2,791
Emery	18	27,415	0.4	22	2,125
San Juan	19	26,099	0.4	23	2,055
Sanpete	20	25,681	0.4	26	1,566
Juab	21	20,211	0.3	13	3,485
Kane	22	16,451	0.3	11	3,917
Beaver	23	14,543	0.2	19	3,062
Garfield	24	7,549	0.1	24	1,961
Morgan	25	7,295	0.1	27	1,403
Rich	26	4,005	0.1	25	1,669
Daggett	27	3,170	0.1	12	3,729
Wayne	28	2,637	.0	28	1,286
Piute	29	1,118	.0	29	799
State	–	6,327,012	100.0	–	4,056

Utah Business Statistics

UTAH DATA	Aug. 1984	Aug. 1983	% Change from Year Ago	12 Month Average 1984	12 Month Average 1983	% Chg.
Total Personal Income (seasonally adjusted)(mil. of dol.)(qtly.)	na	14,796	-100.0	na	14,271.8	na
New Corporations (no.)	506	501	1.0	496.7	475.6	4.4
New Cars, Truck and Motorhome Sales (no.)	na	5,437	na	na	4,973.7	na
Agriculture						
Average Prices Recorded by Farmers (dol.):						
Beef Steers and Heifers (cwt)(thous.)	60.4	52.3	15.5	57.9	56.5	2.6
Lambs (cwt)	57.5	43.8	31.3	53.5	50.6	5.7
Milk Wholesale (cwt)	12.5	12.5	0.0	12.9	12.9	-0.3
Alfalfa Hay, Baled (per ton)(mid-month price)	71.0	81.0	-12.3	81.8	74.7	9.4
Cattle Slaughtered (live weight)(thous. of lbs.)	32,560	25,367	28.4	27,556.8	na	na
Construction						
Total Construction[1] (thous. of dol.):	190,500	147,200	29.4	148,416.7	479,858.3	-69.1
Residential	101,800	73,800	37.9	70,966.7	57,500.0	23.4
Nonresidential	63,800	41,800	52.6	41,450.0	39,941.7	3.8
Public Works and Utilities	24,900	31,500	-21.0	35,983.3	382,408.3	-90.6
Total Permit Construction[2](thous. of dol.):	150,141.3	142,187.6	5.6	116,161.8	85,407.5	36.0
Residential	79,687.8	85,253.8	-6.5	63,835.4	48,033.9	32.9
Nonresidential	55,153.2	40,347.5	36.7	37,704.1	27,365.8	37.8
Additions, Alterations and Repairs	15,300.3	16,586.3	-7.8	14,622.4	10,007.8	46.1
New Dwelling Units (no.)	2,130	2,070	2.9	1,467.4	1,088.1	34.9
Employment[6]						
Civilian Labor Force (thous.)	713.7[r]	698.3	2.2	700.9	675.5	3.8
Total Employed Persons	672.0[r]	639.6	5.0	651.0	611.6	6.4
Unemployed Persons	41.7[r]	58.5	-28.7	49.9	63.9	-21.9
Percent Total Labor Force	5.8[r]	8.4	-31.0	7.1	9.5	-24.7
Employees on Nonagricultural Payrolls (thous. of jobs):	599.7[r]	567.5	5.7	588.5	559.5	5.2
Manufacturing	96.0[r]	87.4	9.8	91.9	83.4	10.2
Mining	12.7[r]	14.1	-9.9	13.9	14.5	-4.2
Contract Construction	36.5[r]	32.7	11.6	32.1	27.3	17.2
Transportation, Communication and Utilities	36.8[r]	34.3	7.3	36.6	35.6	2.7
Wholesale Trade	36.9[r]	34.8	6.0	35.2	34.0	3.5
Retail Trade	106.1[r]	100.0	6.1	103.0	98.1	5.0
Finance, Insurance and Real Estate[3]	29.9[r]	28.4	5.3	29.1	27.5	5.8
Services	118.1[r]	112.3	5.2	116.5	111.1	4.9
Federal Government[4]	37.7[r]	37.3	1.1	37.2	37.1	0.1
State Government[4]	33.0[r]	32.0	3.1	34.8	34.0	2.5
Local Government[4]	56.0[r]	54.2	3.3	58.3	56.9	2.5
Average Weekly Hours:						
Manufacturing	39.4	39.3	0.3	40.2	38.7	3.7
Mining	44.7	42.4	5.4	43.1	42.0	2.6
Contract Construction	37.9	39.4	-3.8	37.5	37.6	-0.1
Wholesale Trade	37.3	38.5	-3.1	37.4	37.3	0.3
Retail Trade	30.2	29.5	2.4	29.2	28.4	2.7
Amount of Unemployment Compensation (thous. of dol.)	4,642.0	7,040.3	-34.1	5,789.1	10,806.8	-46.4
Finance						
Savings, Savings and Loan Association (mil. of dol.)	2,115.4	1,800.9	17.5	1,956.9	1,713.9	14.2
Tax Collections by the State of Utah (thous. of dol.):						
Total Tax Collections	182,531.1	187,772.6	-2.8	109,898.1	88,896.1	23.6
Sales and Use Tax	41,035.1	91,816.9	-55.3	35,920.0	32,904.9	9.2
Motor Fuel Tax	9,449.5	7,276.4	29.9	6,084.6	5,543.0	9.8
Individual Income Tax	62,445.5	50,224.4	24.3	33,605.9	29,173.2	15.2
Corporation Franchise Tax	490.4	471.4	4.0	3,908.9	2,651.4	47.4
Production						
Net Electric Power Utilized (mil. of kwh)	1,159.3	1,134.2	2.2	1,141.3	1,055.1	8.2
Crude Oil to Refineries (thous. of bbls.)	4,272.2	4,401.5	-2.9	4,258.4	4,132.2	3.1
Crude Oil (thous. of bbls.)	na	2,483.1	na	na	2,152.5	na
Natural Gas (mil. of cu. ft.)	na	6,758.1	na	na	7,359.9	na
Coal (thous. short tons)	1,494	1,318	13.4	1,229.1	1,255.3	-2.1
Copper (thous. metric tons) (last issue containing copper data)	7,010	14,247	-50.8	12,789.3	14,210.3	-10.0
Tourism/Travel						
Air Passengers (total no. on and off)(S.L. Int'l. Airport)	737,348	656,981	12.2	598,811.3	595,993.8	0.5
Highway Traffic Count Across State Lines	45,607	48,484	-5.9	33,929.0	35,196.7	-3.6
Transient Room Taxes (thous. of dol.)	906.0	681.8	32.9	362.3	289.5	25.1
Visits, State, Nat'l. Parks, Monuments (thous.)	na	1,850.1	na	na	937.3	na
Utilities						
Telephone Lines in Service (Mt. Bell)(residential)	449,133	435,191	2.3	449,449.7	440,808.3	2.0
Telephone Lines in Service (Mt. Bell)(nonresidential)	164,761	150,849	9.2	159,180.2	147,215.3	8.1
Electric Customers (residential)	424,504	401,341	5.8	419,471.0	402,707.5	4.2
Electric Customers (commercial)	41,568	38,908	6.8	40,564.3	38,287.2	5.9
Natural Gas Customers (residential & commercial)	345,802	416,591	-17.0	377,284.0	399,984.0	-5.7
Natural Gas Customers (industrial)	434	535	-18.9	477.2	544.0	-12.3

Utah Business Statistics

	Aug. 1984	Aug. 1983	% Change from Year Ago	12 Month Average 1984	12 Month Average 1983	% Chg.
Davis County						
Non-Ag. Employment (thous.)	49.9	47.0	6.2	47.9	45.7	4.7
Unemployment Rate	3.9	6.5	-40.0	5.4	7.4	-26.1
Auth. Permit Construction (thous. of dol.)	15,000.5	21,721.4	-30.9	11,071.3	65,520.4	-83.1
New Dwelling Units (no.)	289	545	-47.0	177.5	149.8	18.5
Postal Receipts[5] (thous. of dol.)	552.1	266.4	107.2	346.6	320.1	8.3
Electric Customers (residential)	30,908	29,439	5.0	30,341.4	28,897.9	5.0
Electric Customers (commercial)	2,335	2,273	2.7	2,301.5	2,209.8	4.1
Natural Gas Customers (residential)	42,021	40,486	3.8	41,823.6	40,366.7	3.6
Natural Gas Customers (industrial)	46	44	4.5	44.7	45.5	-1.8
Telephone Lines in Service (Mt. Bell)(residential)	38,123	37,549	1.5	37,671.8	37,247.3	1.1
Telephone Lines in Service (Mt. Bell)(nonresidential)	7,011	6,516	7.6	6,714.7	6,367.0	5.5
Salt Lake County						
Non-Ag. Employment (thous.)	311.8	295.0	5.7	306.7	290.9	5.4
Unemployment Rate	5.9	8.1	-27.2	6.6	8.9	-26.4
Auth. Permit Construction (thous. of dol.)	74,922.5	62,242.2	20.4	58,221.7	37,765.8	54.2
New Dwelling Units (no.)	1,244	859	44.8	823.7	517.8	59.1
Postal Receipts[5] (thous. of dol.)	11,544.3	5,208.6	121.6	6,873.1	5,795.8	18.6
Electric Customers (residential)	215,613	199,915	7.9	210,945.9	199,487.7	5.7
Electric Customers (commercial)	17,907	15,865	12.9	17,209.1	15,594.8	10.4
Natural Gas Customers (residential)	196,109	190,229	3.1	196,563.0	191,056.1	2.9
Natural Gas Customers (industrial)	240	246	-2.4	238.6	247.7	-3.7
Telephone Lines in Service (Mt. Bell)(residential)	211,575	206,655	2.4	210,584.5	206,578.7	1.9
Telephone Lines in Service (Mt. Bell)(nonresidential)	108,709	99,161	9.6	105,023.3	96,578.1	8.7
Utah County						
Non-Ag. Employment (thous.)	66.8	63.3	5.5	66.8	63.5	5.1
Unemployment Rate	6.2	8.2	-24.4	7.2	10.1	-28.2
Auth. Permit Construction (thous. of dol.)	14,855.5	16,356.9	-9.2	10,399.8	9,269.4	12.2
New Dwelling Units (no.)	100	238	-58.0	118.3	94.0	25.8
Postal Receipts[5] (thous. of dol.)	1,311.3	681.9	92.3	844.7	752.1	12.3
Electric Customers (residential)	46,531	44,056	5.6	46,996.9	45,546.7	3.2
Electric Customers (commercial)	5,544	5,443	1.9	5,446.7	5,225.2	4.2
Natural Gas Customers (residential)	56,546	55,358.0	2.1	56,862.3	55,622.9	2.2
Natural Gas Customers (industrial)	67	67.0	0.0	65.3	66.2	-1.3
Telephone Lines in Service (Mt. Bell)(residential)	58,394	57,422	1.7	60,294.7	59,043.8	2.1
Telephone Lines in Service (Mt. Bell)(nonresidential)	14,580	12,820	13.7	13,933.7	12,706.3	9.7
Weber County						
Non-Ag. Employment (thous.)	52.8	49.8	6.0	51.9	49.7	4.4
Unemployment Rate	5.8	9.5	-36.9	8.0	10.4	-23.7
Auth. Permit Construction (thous. of dol.)	11,118.5	12,200.3	-8.9	10,910.4	7,385.1	47.7
New Dwelling Units (no.)	166	67	147.8	79.2	69.8	13.4
Postal Receipts[5] (thous. of dol.)	943.0	465.4	102.6	595.2	536.2	11.0
Electric Customers (residential)	49,956	49,052	1.8	49,805.6	49,027.3	1.6
Electric Customers (commercial)	4,514	4,355	3.7	4,439.5	4,360.0	1.8
Natural Gas Customers (residential)	45,715	45,014	1.6	45,957.7	45,208.5	1.7
Natural Gas Customers (industrial)	77	77	0.0	76.4	83.5	-8.5
Telephone Lines in Service (Mt. Bell)(residential)	44,357	43,135	2.8	44,271.3	43,159.4	2.6
Telephone Lines in Service (Mt. Bell)(nonresidential)	10,292	9,686	6.3	10,074.8	9,538.8	5.6

Sources:
Personal Income: Bureau of Economic Analysis, U.S. Department of Commerce
New Corporations: Utah Secretary of State
New Cars and Truck Sales: Utah State Tax Commission, Economic and Statistical Unit
Agriculture: U.S. Department of Agriculture, Agriculture, Utah: Utah Crop and Livestock Reporting Service (U.S. Department of Agriculture)
Construction Data: F.W. Dodge and Utah Construction Report
Employment Data: Utah Department of Employment Security
Savings, Savings and Loan Associations: Utah Savings and Loan Institutions
Tax Collections: Utah State Tax Commission
Net Electric Power Utilized: Cooperating Utah power companies
Crude Oil: Area oil refineries
Natural Gas: Utah Division of Oil, Gas, and Mining
Coal: Department of Energy
Air Passengers: Salt Lake International Airport, Statistics Service
Highway Traffic Count: Utah Department of Transportation, Travel Analysis Unit
Visits to State and National Parks and Monuments: U.S. Forest Service, Utah State Parks and Recreation Department
Utilities Data: Cooperating Utah utility companies
Postal Receipts: Postmasters in Davis, Salt Lake, Utah, and Weber Counties

Footnotes:
[1] Obtained from F.W. Dodge Statistics
[2] Obtained from Utah Construction Report
[3] Includes services by nonprofit and religious institutions
[4] Includes public schools and colleges institutions

[5] Postal receipts are reported every four weeks. Sales report for one month during each year includes total sales of two four-week periods. In 1984, this double-reporting occurred in the month of August.

[6] Labor force data (labor force, employment and unemployment rates) beginning with this issue reflects an in-depth rebenching of the data series. The revised data, it is felt, more accurately portray current and previous labor market conditions, especially during the recession to recovery period in late 1982 and early 1983. The major result of the revision is narrowing the gap between the Utah and U.S. unemployment rates. All 1983 numbers have been revised to properly reflect percent changes and 12-month average data.

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NATIONAL DATA

	Aug. 1984	Aug. 1983	% Change from Year Ago	12 Month Average 1984	12 Month Average 1983	% Chg.
U.S. Gross National Product[1] (seasonally adjusted)(bil.)(qtly.)	3,703.6[e]	3,346.6	10.7	3,553.6	3,202.0	11.0
Total Personal Income[1] (seasonally adjusted)(bil. of dol.)	3,042.8[p]	2,759.9	10.3	2,923.3	2,677.5	9.2
Industrial Production Indexes (seasonally adjusted)(1967=100)	166.2[p]	151.8	9.5	160.1	141.1	13.4
Total Bus. Expend. for New Plants & Equip.[1] (bil.)(qtly.)	316.2[ra]	270.1	17.1	295.2	277.9	6.2
Index of Leading Indicators[2] (1967=100)	164.5	159.0	3.5	165.0	148.4	11.2
Price Indexes						
Consumer Price Indexes (not seasonally adjusted)(1967=100):						
CPI-U (All Urban Consumers) All Items	313.0	300.3	4.2	307.0	295.3	4.0
CPI-U (All Urban Consumers) Food & Beverages	296.9	284.9	4.2	291.5	282.3	3.3
CPI-U (All Urban Consumers) Housing	339.5	324.8	4.5	331.7	320.4	3.5
CPI-U (All Urban Consumers) Transportation	312.9	302.4	3.5	308.4	295.1	4.5
CPI-U (All Urban Consumers) Medical Care	381.9	360.0	6.1	372.1	349.5	6.5
CPI-U (All Urban Consumers) Energy	427.3	429.8	-0.6	423.2	419.3	0.9
Producer Price Index (not seasonally adjusted)(1967=100):						
Producer Price Index, All Finished Goods	291.8	286.1	2.0	289.7	284.3	1.9
GNP Price Deflator (1972=100)(qtly.)	224.0[e]	215.9	3.8	220.6	212.7	3.7
Employment (seasonally adjusted):						
Civilian Labor Force (mil.)	113.5	112.1	1.2	112.9	111.1	1.6
Total Employed Persons (mil.)	105.0	101.5	3.4	103.9	99.8	4.1
Unemployment Rate	7.5	9.5	-21.1	8.0	10.2	-21.9
Construction:						
Total Construction (mil. of dol.)	19,580.2	18,597.5	5.3	17,228.8	15,277.1	12.8
Residential	9,364.5	9,257.0	1.2	8,464.4	7,060.4	19.9
Nonresidential	6,766.5	6,006.0	12.7	5,825.7	4,931.6	18.1
Non-Building	3,449.2	3,334.5	3.4	2,938.7	3,285.0	-10.5
New Dwelling Units (no.)	156,788	171,529	-8.6	150,614.2	130,863.1	15.1
Interest Rates:						
Short Term (3-month Treasury Bill rate)	10.49	9.39	11.7	9.4	8.3	13.1
Long Term (30-year Treasury Bond yields)	12.23	11.42	7.1	11.9	10.6	12.0
Prime Rates Charged by Banks on Short-term Business Loans (ave.)	13.00	10.89	19.4	11.7	11.2	3.9
Mortgage Rates (new homes)	na	12.01	na	na	12.8	na

[p]Preliminary [r]Revised na - Not available [a]Anticipated [ra]Revised Anticipated

FOOTNOTES:

[1]The series based wholly or in part on national income and product account (NIPA) data have been revised by the Bureau of Economic Analysis for the period 1981 to date to reflect the incorporation of new source data. Further information concerning these revisions may be obtained from the U.S. Department of Commerce, Bureau of Economic Analysis, National Income and Wealth Division.

[2]Missing Series 36 and 111.

Sources:

Business Conditions Digest, U.S. Department of Commerce: U.S. Gross National Product, Total National Personal Income, Industrial Production Indexes, Total Business Expenditures for New Plant and Equipment, Index of Leading Indicators, GNP Price Deflator, National Employment Data, Interest Rates.

F. W. Dodge Report, McGraw-Hill: National Construction Data.

Monthly Labor Review, U.S. Department of Labor: Producer Price Indexes.

Survey of Current Business, U.S. Department of Commerce: New Home Mortgage Rates.

Utah Labor Market Report, Utah Department of Employment Security: Consumer Price Indexes (data from Bureau of Labor Statistics).

Chase N. Peterson, *President, University of Utah*
Iver E. Bradley, *Dean, Graduate School of Business*

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R. Thayne Robson, Director
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